

Tasmanian Tourism Snapshot

Year ending June 2011

Total Visitation to Tasmania (Tasmanian Visitor Survey)

Key Results:

- For the year ending June 2011 there were 895,400 visitors, down 2% from 910,200 for the previous year.
- Total nights decreased by 5% to 8.05 million.
- Visitor expenditure increased by 3% to \$1.56 billion.
- The number of interstate visitors to Tasmania decreased by 2% to 774,600 (was 786,800).

Summary:

- In terms of visitor numbers from Tasmania's key markets, Victoria decreased by 4%, New South Wales increased by 7%, and Queensland increased by 2%.
- VFR visitors decreased by 1% for the year. The number of nights VFR visitors spent in Tasmania decreased by 1% while VFR expenditure decreased by 6%.
- The total number of visitors holidaying in Tasmania during the year ending June 2011 was 379,100; down 4% compared to the previous year (was 393,400).
- The total number of nights spent by holiday visitors to Tasmania for the year ending June 2011 was 3.8 million, up 1% from the previous year (was 3.8 million).
- Holiday visitor expenditure increased by 4% to \$1.03 billion (was \$992.90 million).
- People visiting Tasmania for purposes other than taking a holiday included 258,600 who were visiting friends or relatives (down 1%), 162,400 on business (down 6%), and 33,800 travelling to attend a conference or convention (up 13%).
- For the year ending June 2011, the five marketing zones reported the following changes in visitor numbers: Hobart and Surrounds, down 5%; Launceston, Tamar Valley and the North, up 5%; Western Wilderness, down 4%; North West, down 1%; and East Coast, down 1%.
- For the year ending June 2011, 85% of all visitors to Tasmania travelled by scheduled air services, down 2% from the previous year. Visitors travelling by sea made up 15% of all visitors to the State, up 3% from the year ending June 2010.

Interstate Visitation to Tasmania (Tasmanian Visitor Survey)

- The total number of interstate visitors to Tasmania for the year ending June 2011 was 774,600, down 2% from 786,800 the previous year.
- The total number of nights spent by interstate visitors to Tasmania for the year ending June 2011 was 6.38 million, down 3% from the previous year (was 6.55 million).
- Interstate visitor expenditure increased by 3% to \$1.32 billion (was \$1.28 billion in the year ending June 2010).
- The total number of visitors holidaying in Tasmania during the year ending June 2011 was 300,500; down 5% compared to the previous year (was 315,700).
- The total number of nights spent by holiday visitors to Tasmania for the year ending June 2011 was 2.95 million, down 1% from the previous year (was 2.99 million).

- Holiday visitor expenditure increased by 4% to \$857.7 million (was \$828.5 million).
- People visiting Tasmania for purposes other than taking a holiday included: 236,700 visiting friends or relatives (showing no significant change), 150,800 were on business (down 8%), and 31,100 were travelling to attend a conference or convention (up 21%).
- In terms of visitation to Tasmania from the key interstate markets, Victoria decreased by 4% to 340,700, NSW increased by 7% to 189,400, and Queensland increased by 2% to 114,800. Together, these markets accounted for 83% of interstate visitation in the year ending June 2011.

International Visitation (International Visitor Survey)

Key Results – Australia:

- A total of 5.46 million international tourists visited the country in the year ending June 2011, up 3% from the year ending June 2010.
- Holiday visitors to Australia increased by 2% to 2.45 million, while VFR visitors increased by 2% to 1.34 million.
- International visitor nights spent in Australia increased by 4% to 189.6 million.
- Total expenditure by international visitors in Australia for the year ending June 2011 increased by 4% to 18.0 billion¹ (including package expenditure). Holiday spend was \$6.1 billion (including package expenditure) for the year, down 3% from the year ending June 2010.
- For Australia's three largest source markets, the following changes to visitor numbers to Australia were recorded: New Zealand, up 5%; United Kingdom, down 3%; and the USA, down 5%.

Key Results – Tasmania:

- Tasmania received 149,900 international visitors during the year ending June 2011, up 11% from 134,500 the previous year.
- Holiday visitors to Tasmania increased by 16% to 104,100, while VFR visitors decreased by 12% to 29,000.
- Visitor nights increased by 9% to 2.91 million, and the average length of stay for international visitors in Tasmania decreased by 2% to 19 nights. Holiday nights increased by 27% to 1.10, while the average length of stay for holiday visitors increased by 10% to 11 nights.
- Expenditure by international visitors in Tasmania decreased by 2% to \$257 million (including package expenditure).
- The average spend per international visitor (including package expenditure) in Tasmania decreased by 12% to \$1,714 (was \$1,955) during the year ending June 2011, while spend per night decreased by 10% to \$88 (was \$99).
- For Tasmania's three largest source markets, the following changes to visitor numbers to the State were recorded: United Kingdom, up 10%; New Zealand, up 19%; and the USA, up 9%.
- Tasmania's share of all international visitors to Australia for the year ending June 2011 was 2.7%, up from 2.5% for the year ending June 2010.

¹ Expenditure for Total Australia (not modelled) includes small amounts that cannot be allocated to a particular state/territory.

Intrastate Visitation² (National Visitor Survey)

- For Tasmania, overnight intrastate activity remained steady at 1.0 million trips compared to the previous year. The number of overnight intrastate holiday trips remained steady; VFR decreased 9% while overnight business visits increased 6% in the year ending June 2011.
- Nationally, the number of residents undertaking day trips in their home state has increased 1% to 144.1 million over the year, while for Tasmania this has decreased 10% to 4.1 million trips.
- Total holiday spend by overnight intrastate visitors in Tasmania increased 6% to \$303 million for the year ending June 2011.
- Total day travel expenditure for Tasmania decreased 7% to \$408 million for the year ending June 2011 when compared to the year ending June 2010.

² Travel undertaken by a visitor in their home state.

Total Visitors to Tasmania

Table 1. Total visitors to Tasmania from all sources			
	YE Jun 2010	YE Jun 2011	% change
<i>Visitors</i>			
Visitors on scheduled air and sea services	910,200	895,400	↓ -2%
Table 2. Total visitors to Tasmania on scheduled air and sea services			
	YE Jun 2010	YE Jun 2011	% change
<i>Visitors</i>			
Day visitors	23,200	22,300	↓ -4%
Overnight visitors	887,000	873,100	↓ -2%
Total visitors	910,200	895,400	↓ -2%
<i>Nights</i>			
Nights (million)	8.50	8.05	↓ -5%
Length of stay (nights)	9.3	9.0	↓ -4%
<i>Expenditure</i>			
Expenditure (\$million)	\$1,507	\$1,558	↑ 3%
Average spend per visitor	\$1,655	\$1,740	↑ 5%
Average spend per night	\$177	\$194	↑ 9%
Holiday spend (\$million)	\$993	\$1,030	↑ 4%
<i>Purpose</i>			
Holiday	393,400	379,100	↓ -4%
Visit friends or relatives (VFR)	260,400	258,600	↓ -1%
Total leisure (Holiday+VFR)	653,900	637,700	↓ -2%
Business or employment	173,600	162,400	↓ -6%
Convention/conference/seminar	29,800	33,800	↑ 13%
<i>Zones Visited*</i>			
Hobart & Surrounds	730,200	695,500	↓ -5%
Launceston, Tamar Valley & North	530,800	558,400	↑ 5%
Western Wilderness	259,400	250,000	↓ -4%
North West	379,200	374,900	↓ -1%
East Coast	291,100	287,800	↓ -1%
<i>Mode of departure</i>			
Air visitors	779,500	761,300	↓ -2%
Sea visitors	130,700	134,100	↑ 3%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

* Zones are based on Tourism Tasmania's Zone Marketing Strategy

Interstate Visitors to Tasmania

Table 3. Interstate visitors to Tasmania on scheduled air and sea services				
	YE Jun 2010	YE Jun 2011		% change
<i>Visitors</i>				
Day visitors	23,000	21,600	↓	-6%
Overnight visitors	763,700	753,000	↓	-1%
Total visitors	786,800	774,600	↓	-2%
<i>Nights</i>				
Nights (million)	6.55	6.38	↓	-3%
Length of stay (nights)	8.3	8.2	↓	-1%
<i>Expenditure</i>				
Expenditure (\$million)	\$1,284	\$1,319	↑	3%
Average spend per visitor	\$1,632	\$1,703	↑	4%
Average spend per night	\$196	\$207	↑	5%
Holiday spend (\$million)	\$829	\$861	↑	4%
<i>Purpose</i>				
Holiday	315,700	300,500	↓	-5%
Visit friends or relatives (VFR)	237,000	236,700	→	0%
Total leisure (Holiday+VFR)	552,600	537,300	↓	-3%
Business or employment	163,500	150,800	↓	-8%
Convention/conference/seminar	25,800	31,100	↑	21%
<i>Zones Visited*</i>				
Hobart & Surrounds	616,600	581,100	↓	-6%
Launceston, Tamar Valley & North	455,200	470,300	↑	3%
Western Wilderness	203,800	190,200	↓	-7%
North West	329,800	317,400	↓	-4%
East Coast	227,000	222,100	↓	-2%
<i>Mode of departure</i>				
Air visitors	663,600	650,600	↓	-2%
Sea visitors	123,200	124,000	↑	1%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

* Zones are based on Tourism Tasmania's Zone Marketing Strategy

	YE Jun 2010	YE Jun 2011	% change	
Victoria	356,600	340,700	↓	-4%
N.S.W.	177,600	189,400	↑	7%
Queensland	112,100	114,800	↑	2%
South Australia	55,800	44,000	↓	-21%
Western Australia	42,000	45,600	↑	9%
A.C.T.	20,000	22,200	↑	11%
N.T.	9,400	8,100	↓	-13%
Total interstate visitors	786,800	774,600	↓	-2%

Source: Tasmanian Visitor Survey (TVS), Tourism Tasmania

International Visitors to Tasmania

	to Tasmania			to Australia		
	YE Jun 2010	YE Jun 2011	% Change	YE Jun 2010	YE Jun 2011	% Change
Visitors						
International visitors	134,500	149,900	↑ 11%	5,279,700	5,461,400	↑ 3%
Nights						
Nights ('000s)	2,669	2,905	↑ 9%	182,677	189,597	↑ 4%
Length of stay (nights)	19.8	19.4	↓ -2%	34.6	34.7	→ 0%
Expenditure*						
Expenditure (\$million)*	\$263	\$257	↓ -2%	\$17,256	\$18,018	↑ 4%
Average spend per visitor	\$1,955	\$1,714	↓ -12%	\$3,268	\$3,299	↑ 1%
Average spend per night	\$99	\$88	↓ -10%	\$94	\$95	↑ 1%
Holiday spend (\$million)	\$95	\$110	↑ 16%	\$6,344	\$6,123	↓ -3%
Purpose**						
Holiday	89,800	104,100	↑ 16%	2,408,600	2,449,900	↑ 2%
Visit friends or relatives (VFR)	32,700	29,000	↓ -12%	1,309,500	1,338,900	↑ 2%
Business	8,100	12,300	↑ 52%	816,400	891,200	↑ 9%
Education	8,500	8,300	↓ -2%	429,900	430,400	→ 0%
Employment	2,200	3,500	↑ 60%	112,100	131,600	↑ 17%
Other Reason	2,200	3,900	↑ 74%	203,200	219,600	↑ 8%
Total	134,500	149,900	↑ 11%	5,279,700	5,461,400	↑ 3%

Source: International Visitor Survey (IVS), Tourism Research Australia

* Modelled expenditure including package expenditure

** The sum of the reasons for visiting Tasmania may be greater than the total as a visitor can give more than one reason for their visit.

Table 6. International visitors to States/Territories

State/territory visited	YE Jun 2010	YE Jun 2011	% Change		YE Jun 2010	YE Jun 2011	% Point difference	
	Visitors				Market Share			
New South Wales	2,781,900	2,812,500	↑	1%	52.7%	51.5%	↓	-1.2%
Victoria	1,548,200	1,734,100	↑	12%	29.3%	31.8%	↑	2.4%
Queensland	1,969,800	1,988,600	↑	1%	37.3%	36.4%	↓	-0.9%
South Australia	363,600	365,100	→	0%	6.9%	6.7%	↓	-0.2%
Western Australia	683,700	720,200	↑	5%	12.9%	13.2%	↑	0.2%
Tasmania	134,500	149,900	↑	11%	2.5%	2.7%	↑	0.2%
Northern Territory	322,600	302,100	↓	-6%	6.1%	5.5%	↓	-0.6%
Australia Capital Territory	153,400	161,400	↑	5%	2.9%	3.0%	→	0.0%
Total visitors to Australia	5,279,700	5,461,400	↑	3%	100%	100%		

Source: International Visitor Survey (IVS), Tourism Research Australia

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

Table 7. Origin of international visitors to Tasmania

Country of origin	YE Jun 2010	YE Jun 2011	% Change		YE Jun 2010	YE Jun 2011	% Point difference	
	Visitors				National Market Share			
New Zealand	12,300	14,600	↑	19%	1.2%	1.4%	↑	0.2%
Japan	4,800	6,200	↑	29%	1.4%	1.8%	↑	0.4%
Hong Kong	6,600	10,800	↑	62%	4.7%	7.0%	↑	2.3%
Singapore	5,200	6,600	↑	26%	2.1%	2.4%	↑	0.3%
Malaysia	5,400	6,500	↑	21%	2.8%	2.9%	↑	0.2%
Indonesia	np	np	np	np	0.5%	2.5%	↑	2.1%
Taiwan	np	np	np	np	3.0%	3.3%	↑	0.3%
Thailand	np	np	np	np	3.6%	3.5%	↓	-0.1%
Korea	3,100	4,500	↑	44%	1.7%	2.4%	↑	0.7%
China	6,700	7,600	↑	13%	1.8%	1.6%	↓	-0.2%
India	np	np	np	np	1.3%	1.8%	↑	0.5%
Other Asia	np	np	np	np	1.0%	1.0%	→	0.0%
USA includes Hawaii	15,900	17,400	↑	9%	3.5%	4.0%	↑	0.5%
Canada	4,300	6,700	↑	55%	3.7%	6.0%	↑	2.3%
United Kingdom	19,800	21,900	↑	10%	3.2%	3.7%	↑	0.4%
Germany	9,400	7,300	↓	-23%	6.0%	4.7%	↓	-1.2%
Scandinavia	6,300	2,600	↓	-58%	7.5%	3.2%	↓	-4.3%
France	4,700	4,100	↓	-13%	5.0%	4.6%	↓	-0.5%
Italy	np	np	np	np	5.8%	3.3%	↓	-2.5%
Netherlands	3,100	2,900	↓	-7%	6.2%	6.1%	→	0.0%
Switzerland	np	np	np	np	5.6%	6.1%	↑	0.5%
Other Europe	5,300	4,400	↓	-18%	3.0%	2.6%	↓	-0.4%
Other Countries	7,300	9,300	↑	27%	1.9%	2.3%	↑	0.5%
Total	134,500	149,900	↑	11%	2.5%	2.7%	↑	0.2%

Source: International Visitor Survey, Tourism Research Australia

np - not published as the sample size is too small to be reliable.

% point difference - the difference between two percentages (i.e. the difference between 3% and 3.5% is 0.5 percentage points)

Intrastate Visitors

	Tasmania			Australia		
	YE Jun 2010	YE Jun 2011	% change	YE Jun 2010	YE Jun 2011	% change
Visitors						
Overnight visitors ('000s)	1,005	1,001	↔ 0%	43,693	45,696	↑ 5%
Nights						
Nights ('000s)	2,570	2,631	↑ 2%	140,867	142,839	↑ 1%
Length of stay (nights)	2.6	2.6	↔ 3%	3.2	3.1	↓ -3%
Expenditure						
Expenditure (\$million)	\$285	\$303	↑ 6%	\$17,508	\$18,001	↑ 3%
Spend per visitor	\$284	\$303	↑ 7%	\$401	\$394	↓ -2%
Spend per night	\$111	\$115	↑ 4%	\$124	\$126	↑ 1%
Purpose('000s)						
Holiday	511	509	↔ 0%	20,793	21,091	↑ 1%
Visit friends &/or relatives	281	257	↓ -9%	14,499	15,247	↑ 5%
Business	158	167	↑ 6%	6,454	6,969	↑ 8%
Other reason	58	73	↑ 26%	2,458	2,831	↑ 15%
Total overnight intrastate visit	1,005	1,001	↔ 0%	43,693	45,696	↑ 5%

Source: National Visitor Survey (NVS), Tourism Research Australia

	Tasmania			Australia		
	YE Jun 2010	YE Jun 2011	% change	YE Jun 2010	YE Jun 2011	% change
Visitor						
Day visitors ('000s)	4,543	4,109	↓ -10%	142,917	144,108	↑ 1%
Total intrastate						
Day+Overnight visitors	5,548	5,110	↓ -8%	186,610	189,804	↑ 2%
Expenditure						
Expenditure (\$million)	\$439	\$408	↓ -7%	\$15,518	\$14,830	↓ -4%
Spend per visitor	\$97	\$99	↑ 3%	\$109	\$103	↓ -5%
Purpose('000s)						
Holiday	2,428	2,153	↓ -11%	71,718	68,743	↓ -4%
Visit friends &/or relatives	1,082	984	↓ -9%	40,654	43,744	↑ 8%
Business	457	344	↓ -25%	14,091	13,568	↓ -4%
Other reason	577	628	↑ 9%	16,454	18,053	↑ 10%
Total day intrastate visitors	4,543	4,109	↓ -10%	142,917	144,108	↑ 1%

Source: National Visitor Survey (NVS), Tourism Research Australia

Where do the statistics come from?

The primary sources of information on visitors to Tasmania published in this document are:

- Tasmanian Visitor Survey (Tourism Tasmania) for total and interstate visitor figures. Note: while the NVS provides valuable data on interstate travel at the national level, the Tasmanian Visitor Survey (TVS), conducted by Tourism Tasmania, continues to be the key source of detailed information about interstate visitation to Tasmania
- International Visitor Survey (Tourism Research Australia) for international visitor figures
- National Visitor Survey (Tourism Research Australia) for intrastate visitor figures (travel by Tasmanians in Tasmania)
- Holiday Tracking Survey (Roy Morgan Research) for information on Tasmania's marketing performance and preference and intention of Australians to visit Tasmania

For further information please contact:

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